



UPDATE

Montana Department of Commerce

.... and (again) Action!

Film festivals seem destined to become part of the Montana cultural landscape. After the highly successful debut of the Hatch audiovisual arts festival in Bozeman last month, the Livingston-based Montana Film Center will host the Montana Film Rendezvous this November. "Building a Montana Film Industry" is the theme for this annual "rendezvous" scheduled for November 4-7, 2004.

The festival venues include the Livingston Depot Center and the Empire Theater. They will play host to the intensive hands-on activities that focus on bringing together film/video professionals, business people, state and local officials, and community members. The seminar "Nuts and Bolts" will present how to make a movie in Montana while a panel discussion will present "The Agony and the Ecstasy of Producing in Montana."

Breakout workshops include a session on how to become a crew member and a pitch session for Montana-themed projects. A second panel discussion, composed of State Film Commissioners, led by Montana

Film Office Manager Sten Iversen, will discuss how film incentive programs work and their effectiveness. The panel will also discuss legislative challenges, issues, and strategies of film incentives. Finally, two film screenings are scheduled, including "Libby, Montana," and "Pow Wow Highway."

For more information or registration, log on to www.montanafilmcenter.org or contact Robert Ebinger at 406-222-0438.



Making Sense of Those Statistics

The figures for the 2003 Montana tourism season are in. Despite a one percent decline in the number of out-of-state visitors last year, Montana's visitors spent four percent more than those who came here in the 2002 tourism season. One of the more confusing aspects of the 2003 statistics presented in the Institute for Tourism and Recreation Research (ITRR) 2004 Economic Review is that while the number of individual visitors was less in 2003 than 2002, the number of non-residents groups traveling to Montana grew. How does that happen?

"It's really hard to explain," said Norma Nickerson, ITRR Director and principal researcher. "We have more cars coming through in the off-seasons (spring and fall)

than we've had in the past. But in those cars there are fewer people than there are in the summer cars."

Fewer people in more cars? That seems to fly in the face of the increasing cost of auto fuel. C'mon, people

—carpool! But Nickerson says this trend is right in keeping with the nation's demographics: "More and more people are becoming empty-nesters. They're traveling with each other because the kids aren't around anymore." That's most likely why Montana is seeing visitation trends like these.

As you might expect, group size is greatest in the summer. Winter ranks second, fall third and spring typically brings the smallest group size. ITRR researchers survey out-of-

state visitors as they pass through the state's airports, highway rest areas, and gas stations. Questionnaires are handed out and then mailed to ITRR in Missoula.

A complete report on 2003 travel trends can be found on ITRR's website <http://www.itrr.umt.edu/>

Some other nuggets gleaned from the Economic Review done by ITRR:

- Montana hosted 9.67 million visitors in 2003; that's 10 visitors for every Montana resident.
- These visitors spent \$1.87 billion in the Montana economy, up from \$1.84 billion in 2002. That's \$2,000 for every Montana resident.
- Non-resident visitor spending generated 37,000 jobs – 7 percent of Montana's total workforce.
- Montana state and local governments received an estimated \$135 million in taxes attributable to non-resident spending.

Tourism Assessment Program Selects Communities

The communities of Harlowton, Helena, and the Rocky Boy Reservation have been selected to participate in the 2004-2005 session of the Community Tourism Assessment Program (CTAP), a nine-month process designed to help communities determine how tourism can help diversify and expand their area economy.

CTAP was developed to assist communities identify what role, if any, tourism can play in strengthening local economies. It is offered through the Montana Commerce Department Promotion Division, MSU Extension, and the University of Montana's

Institute for Tourism and Recreation Research (ITRR). The Promotion Division and MSU Extension provide the process facilitators while ITRR provides research services.

The process begins with a detailed program introduction and community organization. It continues with a comprehensive analysis of the community's current economic structure, its assets, resident attitudes toward tourism, area lifestyles, marketing, and the community's existing and potential tourism resources.

After the initial analysis, the community and its assessment partners identify potential tourism products that can be developed in the area. They assess the projects' social, economic, and environmental impacts, positive and negative. Once the analysis and assessments are completed, the community determines what tourism-related projects, if any, should be pursued.

Since CTAP was created in 1991, 36 Montana communities have participated and received \$436,000 in tourism "bed tax" funds to assist in the development of tourism-related projects.



Meeting the Meeting Planners

Marlee Iverson, the Promotion Division's Group Travel Specialist,

is just back from The Affordable Meetings National trade show in Washington, D.C. and she's already packing her bags to attend another show in Chicago, the Incentive Travel and Meetings Executives gathering. Glacier

Country's Linda Anderson and Cyndy Andrus, director of Bozeman CVB, joined Marlee at the D.C. show in September. For leads gathered from The Affordable Meetings trade show or information about other shows she's attending contact Marlee at 406-841-2895 or marlee@visitmt.com.

October is Arts and Humanities Month

Each year since 1993, National Arts and Humanities Month has helped give millions of Americans the opportunity to explore new facets of the arts and humanities in their lives and has encouraged them to begin a lifelong habit of active participation. It has become the nation's largest collective annual celebration of the arts and humanities.

National Arts and Humanities Month's four primary goals are to:

- create a national, state, and local focus on the arts and humanities through the media;
- encourage the active participation of individuals, as well as arts, humanities and other interested organizations nationwide;
- provide an opportunity for federal, state and local business, government, and civic leaders to declare their support for the arts and humanities; and
- establish a highly visible vehicle for raising public awareness about the arts and humanities.

For more information, go to: http://www.nasaaarts.org/nasaanews/nahm_04.shtml

Exposure

Lynn Donaldson, Livingston-based writer and photographer, contributes a piece on Bozeman to the October issue of *Travel and Leisure*. It's part of the magazine's feature on

"Cool New Neighborhoods." Donaldson lived 10 years in an apartment on Main Street in Bozeman, so she knows the territory. Donaldson told us her *T&L* piece should include mention of Shoe Fly, a shoe boutique; Starky's Delicatessen; Shack Up, a design business; Savory Olive, a bistro; and Sage Spa, a salon and day spa.

Donaldson has also contributed a story and photos on Fort Benton's Grand Union Hotel for the autumn issue of *Big Sky Journal*.



Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

October

- 5-12 RMI Mega-FAM / Montana and South Dakota
- 14 Rocky Boy CTAP Meeting, 9 a.m. to noon
- 15 Helena CTAP meeting, 10 a.m. to noon
- 18 Harlowton CTAP meeting, 7-9 p.m.
- 23-30 RMI Sales Mission to Scandinavia / Denmark and Sweden
- 27 Pre-caucus meeting for Montana delegates to annual National Tour Association convention / Helena

November

- 3-5 Visit USA Showcase / Sorrento, Italy
- 8-11 World Travel Market trade show / London
- 12-16 National Tour Association Convention / Toronto

For all of the latest Montana tourism industry information log on to:
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